

REGAL STARTING DEVICE AND IGNITION PERFECT

The big majority of motor car buyers nowadays naturally look for the car that runs with the least amount of "hunting," says P. W. Haines, of the Regal Motor Car Company. "One that doesn't require the services of a skilled mechanic or chauffeur to keep it in tiptop shape. Most people run their own cars and they want them easy to operate and sure to run, with as little machinery as possible to get out of order or make trouble."

"If a car never gives trouble with the starting and ignition, most owners feel pretty well satisfied, for these are two of the most important factors in the pleasure of driving a car. In designing the new Regal, we spent a number of months in concentrated work on these two points."

"The Regal starting device is one of the most simple ever devised. It acts directly on the fly-wheel, with the meshing of but a single gear. All the intermediate gears, which make many types of starter clank and burr in operation, have been eliminated. As a result there are forty to sixty less parts, yet it is absolutely certain to start the motor under any conditions. The starting device is built right into the motor."

"The ignition of the new Regal is equally simple. It is by the Atwater-Kent improved unispark. Experts say that this device has solved ignition problems which have bothered engineers since the beginning of the industry."

AUTO ATOMS

For the young man who prefers a roadster stripped to resemble a racing car, there is now a windshield which he can remove at will and use in case of emergency.

Little, alcohol lamp tea caddy, cream dash, butter box and small sandwich box can now be had, compactly fitted in small leather tea boxes. This season they may be had in different styles, to fit four and six persons.

"Wild weed" Irish robes are quite the rage just now. They are light in weight, dark colored on one side and plaided in soft colors on the other with a deep fringe on the ends.

There are now goggles with different colored glass, which the vanity girl may fit over the ears of her toy dog, to protect his eyes from the wind.

Quite the most unusual innovation this season is a small hammock, which may be swung from each of the side doors. It is for the comfort of baby.

Motorcycle Notes

The first endurance run of the Ottumwa (Iowa) Motorcycle Club was made to Iowa City, a distance of 187 miles.

The annual hill climb of the Buffalo Motorcycle Club was witnessed by 1,500 people.

Many croquet enthusiasts in and around Kansas City use motorcycles in traveling to and from the different tournaments.

The grand opening tour of the Toronto Motorcycle Club was attended by thirty-five riders.

In a race between a motorcycle and a Mineral Range passenger train in Michigan, the two-wheeler came out an easy winner.

One of the speediest and most fearless girl motorcyclists of the country is Miss Florence Kelley, of Sioux City, Iowa.

An all-motorcycle picnic, given by motorcycle dealers for motorcycle riders, was recently staged at Minneapolis, Minn.

A State motorcycle association has been formed in Iowa.

Mr. and Mrs. Noah, of Muskogee, Okla., made a motorcycle trip to Omaha, a distance of 825 miles, in just four and a half days.

A new motorcycle club has been organized at Waukesha, Wis. Runs of 200 miles and upward are planned for the summer.

CHANDLER BUSINESS DOUBLES OVER NIGHT

Announcement in Reduction of Price on 1915 "Six" Causes Many Requests for Cars.

Visitors to the Cleveland plant of the Chandler Motor Car Company during the past ten days have witnessed the unusual sight of "top speed" production during the so-called dull season. Motor car makers generally prepare for the slack months of June and July by laying off surplus help, but the Chandler Company has been compelled to greatly increase its manufacturing force to keep pace with sales.

"The announcement of a reduction in price in the 1915 Chandler Six, made in a big chain of daily newspapers two weeks ago, has brought results that have fairly snowed us under," said C. A. Emise, vice-president and sales manager of the Chandler Company. "The common with other makers, we expected to pass through the usual slowing up in manufacturing activities about this time of year, but the dull summer period has been entirely eliminated for us by the result of our 1915 announcement."

"The fact that we are in a position to make immediate deliveries of Chandler Sixes at the new price of \$1,595, has, of course, counted materially with the various dealers."

"Practically every Chandler dealer has doubled his orders for 1915, and in several cases we have had to tone down the enthusiasm of distributors who wanted to take three or four times their last season's allotment."

Unusual activity on the part of dealers all over the country followed the announcement of the \$1,595 Chandler. The Cleveland distributor, closed up six subdealers in a single day. In Philadelphia, W. P. Herbert, the local dealer, immediately moved into larger quarters to take care of increased business. The new Quaker City house of the Chandler will be in the new salesrooms at the corner of Broad and Race Streets. In proportion, the dealers in the small towns are even more active. The Shreveport, La., dealer, located in a supposedly poor territory, has sent in repeat orders for fifteen cars, after breaking all records for six-cylinder sales in his territory.

Similar conditions prevail in other sections of the country, and it is expected that greatly increased dealer representation will also result from the announcement.

Not the least encouraging results of the first year's existence of the Chandler Motor Car Company is the strong position it has taken in the trade. One of the biggest accessory men in the country recently made the statement that the Chandler Company was the only concern that had ever made good on its first season's promised production.

CYCLECAR MOVEMENT IS MAKING FAST PROGRESS

A year ago a new movement was announced, taking its cue from foreign development and all aimed toward producing the cheapest possible motor car. All talk of this new vehicle, which for the sake of a better name was termed cyclecar, was based on cost.

Taking this idea as a beginning point, makers designed narrow tread cars with V-shape motors and belt drive. These cars, while attractive in appearance, were somewhat radical to be

PACKARD and HUDSON MOTOR CARS Gordon Motor Co.

Indiana Maxwell Dealers Make Raid on Detroit Factory



June 22nd in Detroit was the occasion for a big demonstration of the popularity of the Maxwell "25," when about 100 dealers from the Hoosier State, armed with banners and pennants, descended upon the offices of the Maxwell Motor Company, and demanded more cars for immediate delivery to their customers.

To help facilitate the conditions in their respective localities, almost every

dealer made the return trip in a new Maxwell "25" in order to have at least one car to meet the demand of his customers.

The accompanying illustration shows the "Hoosier Boys" assembled on the steps of the Detroit Motor Boat Club, where they were guests of the Maxwell Motor Company at luncheon.

immediately understood from a buyer's standpoint, but crude as some of them were, they proved principles that made the whole automobile world sit up and take notice. The first real discovery was the comfort of narrow tread on rough roads and the exploding of the idea that in order to be comfortable on rough roads a car must necessarily be heavy. These little vehicles proved that comfort was not to be obtained by gross weight, but by distribution of weight, and that it was possible to make a light car more comfortable than a heavy one.

The first cars built, low cost being the main item sought in their construction, were crude affairs at best and hardly capable of standing up under the heavy strain to which they were put. Few firms got into the industry early enough to find out the true value of efficient principles, and in time to fit real workmanship and design to their product for the present year.

Several firms starting early in the year with their experimenting are developing really remarkable and wonderful small cars for next season.

Cyclecars are bound to become popular, although it is probable that their construction will tend more toward light car production as being standard as a sales proposition. The public, however, will do well to watch the leading firms in this industry for developments.

Stutz Studying Small Motor.

Harry Stutz, the same gossips say, has started laying his plans for the construction of a 200-inch motor for next year's 500-mile race, while other reports are that other concerns also are giving the matter of next year's sweepstakes considerable thought.

Every one who rides in the new 1914 Cadillac recognizes that its well-known smoothness has been supplemented by an entirely new riding quality, all due to the famous two-speed rear axle, which endows the 1914 Cadillac with even greater smoothness and flexibility than a six, employing the ordinary gear ratio.

The Jones Motor Car Co., Inc.
Allen Avenue and Broad. Monroe 463.

KRIT \$950
WITH ELECTRIC STARTER \$1050
F.O.B. Detroit

Here is the Moderate Priced Car with the High Priced Car Features

Handsome, streamline body, graceful, tapered bonnet, new style rounded radiator, modern fenders, left drive, electric lights, electric starter (if desired), light, powerful motor—these features of the KRIT read like a list of specifications for a \$2,000 car.

And yet the KRIT sells for \$950 (\$1,050 with electric starter). The wonderful value of this car is winning for it sensational sales records this season. It is the moderate priced car with the high priced car features. Added to this is the low upkeep cost that comes from lightness and correct design. Compare these features in the KRIT with cars costing \$1,000 to \$2,000 more.

Unit Power Plant
Bosch Magneto
Multiple Disc Clutch
Electric Starter, Lights, Horn
Stromberg Carburetor, adjustment on steering column
Underlaid rear springs
Stewart Speedometer
Left Drive; Left Control, enter from either side

Long Wheel Base
Removable Rims
Tire Carrier at rear
Jiffy Curtains
Cork Linoleum, Aluminum-bound Floor
and Sunning Board
Deep Upholstery
Clear Vision Windshield
Gasoline Tank in Dash

To see the KRIT is to appreciate why it is the best looking car on the market at or near the price. Take a KRIT ride and know why it is the best designed car of all in its class.

Alsop Motor Co., Inc.
321 WEST MAIN. Randolph 2672.

HEAT STAGGERS HORSES; TRUCK MARKET BOOMS

Record Month of Sales Made by the White Company Will Lift Summer Burdens from 1,000 Horses.

Spirited buying has featured the motor truck market during the past few weeks, exceeding in volume the buying activity which set in with boom proportions a month or so ago. Summer heat and its fearful effect on horses hastened the investment of a good many concerns, but a majority of the purchasers were influenced by economy and improved service resulting from their own motor truck experience.

Sales of White Trucks during the month of June smashed all records for number and value of trucks. There was a rush to purchase heavy service trucks for immediate delivery, and numerous calls for power dumping trucks. Many of America's greatest corporations purchased trucks on an extensive scale. An analysis of the White sales shows the following:

Eight five-ton power dumping trucks and three platform trucks were sold to contractors and material dealers; four five-ton power dumping trucks were sold to road contractors; eight trucks of various types, including three good roads trucks having power dumping bodies and tractor wheels, were sold to country highway commissioners and municipalities; four five-ton power dumping trucks were sold to three coal companies, and six trucks of various sizes were sold to five brewers.

Thirty-three trucks of various capacities were sold to seven oil companies, thirteen trucks to six department stores, six trucks to five furniture companies, eleven to various departments of the United States government, four ambulances to hospitals, seven pieces of motor fire apparatus to four cities, forty-four motor buses and taxicabs to eight transportation companies and forty-four trucks of various types were sold to fifty-one companies in the meat, ice, grocery, ice cream, fruit, telephone, lumber, bottling and other industries.

These buyers now own 754 White trucks, and their last purchases will supplement more than 1,000 horses.

Never Touched Wrench.
To tour from Los Angeles, Cal., to Reno, Nev., a distance of 500 miles, and crossing a mountain range en route without a puncture to mar the pleasure of the trip, is the experience of Mr. and Mrs. J. R. Robinson, of Los Angeles. The trip was made in a Studebaker "Six" standard roadster. During the trip Mr. Robinson never touched a wrench.

"This is a distance of equal to 144,000 times around the world."

"If these 500,000 Model T's started on a tour around the world and kept within a half mile of each other they would encircle the globe ten times."

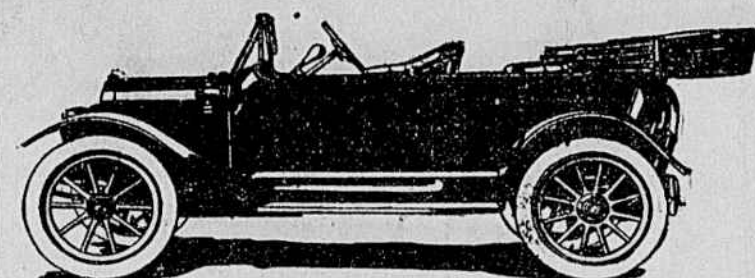
"Every city street, boulevard, parkway, every village street, every country road is lined with Fords."

"So persistent is this constant and ever increasing parade that men, women and children who never knew anything about motor cars can pick them out."

"The Ford is the easiest car to think about, because it is seen most frequently."

"Less" Shank a Motorist.

"L. A. Shank, ex-Mayor of Indianapolis, leader in the battle against the high cost of living and vaudeville star, has purchased a Studebaker automobile, and plans to spend the summer touring."



**Maxwell
Model "25"
\$750.00**

A full five-passenger car of ample wheelbase and passenger capacity, of what might be termed conventional design—three speed, selective transmission, same size tires all around, standard type magneto, etc., etc. A car for the man who must consider the price, and yet who is willing to pay a little more for a car that is a lot better.

We would say to the intending buyer that the only way to thoroughly satisfy yourself is to examine the car in detail yourself at our showrooms. Let us give you any demonstration you think necessary to prove its prowess—finally, ask any owner of a Maxwell Car about the company, and of the treatment he has received at its hands.

Maxwell Motor Car Co.
1629 West Broad. Madison 4724.

Firestone

Smooth Tread
and Non-Skid TIRES

**Highest In Quality—
Not Highest In Price**

SPECIALIZED production improves quality and cuts cost. There is no arguing with that Industrial Law.

And that is why Firestone Tires beat competition in quality and meet competition in price.

Firestones are built by post-graduates in tire making. Tire authorities, crack foremen, extra good workmen, logically land in the Firestone Family of Specialists—

**America's Largest and Leading Organization
Devoted Only to Tire and Rim Service**

Their greater knowledge, experience and skill gives you the extra quality, extra mileage.

Their greater efficiency saves you on the price.

And the largest exclusive tire factory, envied by the whole industry for its advanced facilities and scientific methods, saves you more on the price.

Make our advantage in production your advantage in buying.

Get the multiplied mileage of Firestone quality at the low cost of Firestone efficiency and volume.

**All good dealers sell Firestones to their
most experienced trade**

Allen-Keppel Rubber Company, Inc.,
300-311 North Laurel Street, Richmond, Virginia.

Distributors for
Firestone Tire and Rubber Company, Akron, Ohio.
"America's Largest Exclusive Tire and Rim Makers."



STEARNS

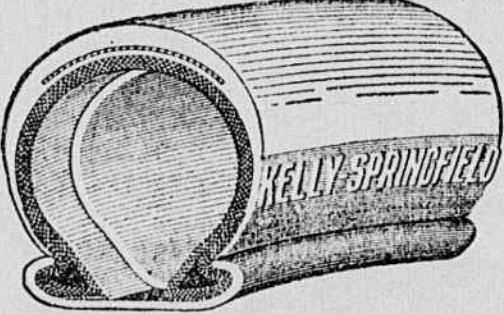
Having secured the dealership for this wonderful car, equipped with the famous KNIGHT TYPE engine, I will be in a position to give Stearns owners a SQUARE DEAL in every respect

The LIPPARD-STEWART Worm Drive Truck has arrived, and is ready for your inspection. Capacity, 1,000 pounds to 4,000 pounds. STEARNS Trucks, 6,000 pounds to 10,000 pounds.

"The Worm Will Turn"

T. D. RANEY

1643 West Broad Street, - Richmond, Va.



Kelly-Springfield Automobile Tires

In buying motor car tires, put your faith in a name that for fourteen years has stood for definite knowledge of road requirements and the quality to meet those requirements—Let your next tire be a Kelly-Springfield.

Va. Auto Supply Co.

"Everything for the Automobile."

605-613 W. Broad St. Richmond, Virginia.